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EVENT PROGRAMME

DTG
SUMMIT

Welcome to the 2022 Summit



RICHARD LINDSAY-DAVIES

**CEO
DIGITAL TV GROUP**

Television beyond current bounds, beyond current borders, beyond imagination... the topic, the discussion and the rallying cry to collective action has never been more timely.

The publication last week of 'Up Next – The Government's vision for the broadcasting sector' underlines very clearly how much, and how fast, the television landscape is changing. But what do those changes mean for the key players in the game? And what will the television landscape look like in 10 or even five years' time? Today, we are perfectly placed to consider precisely those questions.

The commitment contained in the Whitepaper to enabling our broadcasters to thrive is great news for audiences. It is also critical in driving new economic growth in the media, and media-technology sectors. The devil will, as ever, be in the detailed implementation by industry, not Government.

So, we must go further, and today is about thinking deeply about both the potential, and our limitations as architects of television's future. Together we must use this unique opportunity to shape television for the 2030s and create the pathway beyond our current collective imagination.

As the fourth industrial revolution truly takes

shape, our plans must harness the best of British thinkers. Together we must unleash the power of data generated by so many in-depth connections to fuel television innovation into the 2030s.

Our plan must ensure ease of access for all – access to services, access to content and access to the best quality viewer experience possible – consistently.

Success will be defined by great personalisation and addressability, and predicated on the all-important need to secure a level of trust, reliability, resilience, and low-latency live streaming that matches the broadcast experience of today.

And crucially, it must create real solutions to perpetual user annoyances such as complex set-up, sign-on and difficult content navigation – designing out issues created by fragmentation, and converging on a common aim, the best possible user experience. Supported by DTG Members, Working Groups, Council, Board and our Chairman, the DTG will help deliver this vision in a global context through "A Pathway to the Future of UK Television".

The DTG Summit – Television Beyond Imagination is the perfect moment to start that work, together, start that journey, together and create a pathway to the future of television, **together**.

Have a great day!

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PROGRAMME OF EVENTS

09.15 - 09.25

THE WELCOME

Welcome to the DTG Summit! Across the day you'll hear from speakers who will help you to spark ideas, create connections and reimagine the future of television.

SPEAKERS

RICHARD LINDSAY-DAVIES

CEO
DIGITAL TV GROUP

SASHA TWINING

TV AND RADIO PRESENTER

09.25 - 10.00

WHAT'S NOW, WHAT'S NEXT: THE TRENDS YOU NEED TO KNOW

09.25-09.45: What today tells us about tomorrow:

The DTG State of the Nation Report

What imminent changes are coming to content creation, consumption and distribution? Unveiling the findings of the State of the Nation 2022, proprietary consumer and industry research commissioned by the DTG, we will map the pain points and opportunities for the UK television industry within a global context and present the trends which reveal the story arc of television's future.

09.45-10.00: Television: The great transformation

As streaming giants battle for subscribers and the platforms encroach ever further into the consumer attention space, how should the industry respond? What are the big shifts in the media landscape, who holds the power, what are the issues, and what needs to happen inside organisations to master these developments?

SPEAKERS

RICHARD LINDSAY-DAVIES

CEO
DIGITAL TV GROUP

DAVID SIDEBOTTOM

PRINCIPAL ANALYST, HEAD OF ENTERTAINMENT MEDIA
FUTURESOURCE

SASHA TWINING

TV AND RADIO PRESENTER

SPEAKER

PROF. DR. LUCY KUENG

STRATEGIC ADVISOR, SENIOR FELLOW REUTERS
INSTITUTE
UNIVERSITY OF OXFORD

TELEVISION BEYOND IMAGINATION



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PROGRAMME OF EVENTS

10.00 - 11.00

DESIGNING FOR THE FUTURE: TODAY'S INNOVATORS

10.00-10.15: ITV X: Full stream ahead

ITV has recently announced plans to supercharge its streaming capability. In Q4 2022, ITV will launch a new free commercial streaming service, ITVX, powered by significant content investment which will deliver fresh, new programmes premieres every week, which will be free to watch, and exclusive to streaming at least 6 months ahead of TV schedules. ITVX will also offer viewers an option to upgrade to watch ad-free, and get access to BritBox UK. This significant new development for Britain's biggest commercial broadcaster is being led by ITV's Managing Director, Streaming interactive and Data, Rufus Radcliffe, who will set the scene on ITV's new strategic direction, talk more about the proposition and what it means for viewers and for advertisers.

SPEAKER

RUFUS RADCLIFFE

MD, ITV ON DEMAND
ITV

10.15-10.30: New terms of value: The personalisation debate

Would your organisation be comfortable giving up control of its content to each individual member of the audience? Would you panic about what this would do to your creatives, talent, tech set-up and bottom line? With increasingly personalised content and audiences that are already 'doing this for themselves' do you fight it or find a way to enable it to stay relevant? BBC R&D's Matthew Brooks will introduce Flexible Media, a flavour of Object Based Media which combines new commissioning, editorial, and technical approaches to media production. He'll explain where we are now and where it's going next.

SPEAKER

MATTHEW BROOKS

LEAD ENGINEER, R&D
BBC

10.30-10.45: Flexing for the future: In conversation with Dan Fahy, SVP, Streaming, UK Paramount

SPEAKER

DAN FAHY

SVP STREAMING, UK
PARAMOUNT

10.45-11.00: Q&A with the audience

11.00 - 11.30

BREAK

Networking break & opportunity to meet the DTG Summit partners and supporters.

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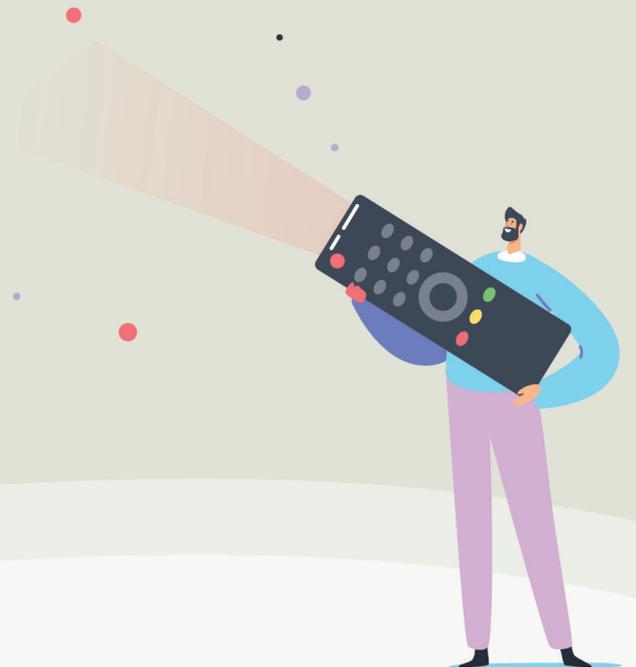
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PROGRAMME OF EVENTS

11.30 - 13.00

PAUSE, RESET, PLAY: HOW WILL WE BE WATCHING TV IN 2030?

11.30-12.10: TV2030: Fast forward to the next-gen viewing experience

Stretch your imagination and let's set a vision for 2030 and beyond. As the industry prepares for a decade of change and development, you'll hear predictions of the next revolution in viewing experiences and what our consumer proposition could look like 10 years from now.

SPEAKER

ELEANOR VAN HEYNINGEN

HEAD OF DIGITAL PARTNERSHIPS
BBC

SPEAKER

RICHARD HALTON

DIRECTOR, UK
ROKU

12.10-12.20: Q&A with the audience

12:20-13:00: Question time: What will a thriving UK market look like in 2030?

With a fast-evolving media landscape in an increasingly competitive, digital world, what will the UK market look like in 10 years' time? We ask you, the audience, to pose your questions to our expert panel. For example:

How can we sustain national TV propositions in a global ecosystem?

Will the TV industry develop into an even more diverse ecosystem shaped by cooperation?

Who will have access to the customer and does that matter?

What is required to win commercially in the future?

CHAIR

PAUL LEE

PARTNER
DELOITTE

SPEAKERS

JONATHAN THOMPSON

CEO
DIGITAL UK

GARAZI GOIA

MANAGING DIRECTOR, MEDIA & ENTERTAINMENT LEAD IN EMEA
FTI CONSULTING

SYLVAIN THEVENOT

MANAGING DIRECTOR
NETGEM

SIMON PARNALL

PRINCIPAL ADVISOR BROADCAST TECHNOLOGY
OFCOM

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PROGRAMME OF EVENTS

13.00 - 14.00

LUNCH

14.00 - 15.25

TV BEYOND IMAGINATION: AN ACTION PLAN

14.00-14.20: What do we need to do as an industry to prepare for an IP World?

How can we deliver content at scale, cost effectively and sustainably through IP? Which technologies are critical to enable an all-IP future for content distribution by 2030?

CHAIR

JULIAN CLOVER

MEDIA JOURNALIST & BROADCASTER

SPEAKERS

GORDON CASTLE

STRATEGY, TECHNOLOGY AND BUSINESS ADVISOR

REMI BEAUDOUIN

CHIEF STRATEGY OFFICER
ATEME

14.20-14.45: Better, more personal TV experiences: What comes next for addressable TV?

TV and digital have converged, and addressable TV presents a huge opportunity to create relevance and impact. This panel of broadcasters, advertising experts and brands share their latest thinking and unlock the opportunities for addressable TV in the UK

CHAIR

JULIAN CLOVER

MEDIA JOURNALIST & BROADCASTER

SPEAKERS

JAYESH RAJDEV

CONTROLLER OF ADVANCED ADVERTISING
ITV

BERRY LIU

DIRECTOR OF ADVERTISING AND PARTNERSHIPS
A+E NETWORKS UK

GUY SOUTHAM

DIRECTOR ADVANCED ADVERTISING AND DATA
LIBERTY GLOBAL

MELISSA BLAHA

HEAD OF PRODUCTS, DATA AND ANALYTICS
FINECAST

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PROGRAMME OF EVENTS

14.00 - 15.25

TV BEYOND IMAGINATION: AN ACTION PLAN (CONT.)

14.45 - 15.05: Content discoverability: It's time to rethink the user experience

The rate of new content being produced is not slowing down & streaming services are increasingly investing in exclusive content. With an overwhelming amount of content, discoverability is critical for success. But are viewers getting stuck in an endless scrolling loop, searching for something to watch? What is the next step change in discoverability? What does that experience look like in the future? And what are the tools we need to help us get there?

CHAIR

BEN KEEN

INDEPENDENT ANALYST AND BOARD-LEVEL ADVISOR IN TECHNOLOGY, MEDIA & TELECOMMUNICATIONS (TMT)

SPEAKERS

JULIE MITCHELMORE

VP DIGITAL
A+E NETWORKS

ROSE HULSE

CEO
SCREENHITS TV

15.05-15.25: The evolution of the media and next-gen viewing experiences

As we work towards a new vision, TV needs to remain accessible and intuitive for all consumers and the values of public service media, in terms of impartiality, accuracy and cultural value become increasingly important. How do we take everyone on that journey, so that no viewer is left behind?

In this session, Sachin gives an insight into the work Ofcom is doing and shares his vision of which innovations will enable the next frontier of television and how it all fits together as we transition into the next gen.

SPEAKER

SACHIN JOGIA

CHIEF TECHNOLOGY OFFICER AND TECHNOLOGY GROUP
DIRECTOR
OFCOM

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PROGRAMME OF EVENTS

15.25 - 16.00

BREAK

Networking break & opportunity to meet the DTG Summit partners and supporters.

16.00 - 16.30

DON'T JUST THINK OUT OF THE BOX, CREATE YOUR OWN BOX

16.00-16.15: Beyond imagination: What is true innovation?

Innovation isn't about doing something cool for the sake of being cool, it's about doing something new and useful. Here are the Top 10 things to consider when fostering innovation, particularly in an industry when the consumers are in control.

SPEAKER

CARLO DE MARCHIS

GROUP CHIEF EVANGELIST & FUTURIST
DELTATRE

16.15-16.30: Traditional forms of entertainment being rejected for more interactive experiences: Is Twitch the new broadcast television for Gen Z?

If we are talking about live streaming, we have to talk about Twitch. Twitch is an interactive livestreaming service, where communities form around creators who share their passions, whatever they may be. And it is the creativity of our community and these creators which drive the evolving nature of the content on Twitch to now include everything from gaming to sport, music, chatting, cooking, fitness and more. In this talk, Paul Nesbitt, Director of International Insights and Measurement at Twitch will not only demystify the unique Twitch community but bring to life the role it plays as the new broadcast TV for Gen Z and what this means for advertisers trying to engage this audience.

SPEAKER

PAUL NESBITT

DIRECTOR, INTERNATIONAL INSIGHTS AND
MEASUREMENT
TWITCH

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PROGRAMME OF EVENTS

16.30 - 17.20

THE METAVERSE: A NEW REALITY FOR CONTENT CREATION AND DISTRIBUTION

16.30-16.40: Taking TV to new worlds: An intro to Metavision and the Metaverse

The Metaverse and 'Metaverse-like' platforms are becoming the home to the next generation of audiences, providing new opportunities for TV and entertainment companies to connect with younger audiences. Rhys Hancock (Co-Founder and MD) will give insight into why TV is well placed to thrive in the Metaverse, as well as some of the work that Metavision (part of ITV's Studio 55 Ventures) has done to connect TV and the Metaverse so far.

SPEAKER

RHYS HANCOCK

CO-FOUNDER & MD
METAVISION

16.40-16.50: Young audiences and the metaverse

As more of their lives are spent online, children no longer want to distinguish their real life habits from their lives lived in the digital realm, whether that's their identity (buying digital clothes for their avatar) or consuming, playing and interacting with content. Producers of video/TV need to be across kids' passions and behaviours in order to make new content fit for purpose in the emerging metaverse.

SPEAKER

JO REDFERN

GLOBAL BRAND DIRECTOR
24 WATTS

16.50-17.20: Do we need a TV, when you have the Metaverse?

The Metaverse is calling but what exactly is it and what does it have to do with the future of the TV industry? Is it a threat or an opportunity? We've been told that to connect with the audiences of tomorrow, it's a must, but how? We examine the power of the Metaverse and how media companies can flourish when it comes to audience experiences, engagement and revenues.

CHAIR

ROBIN CRAMP

BUSINESS DEVELOPMENT MANAGER
PRODUCTION PARK

SPEAKERS

JOHN CASSY

CHIEF EXEC AND FOUNDER
FACTORY42

RHYS HANCOCK

CO-FOUNDER & MD
METAVISION

JO REDFERN

GLOBAL BRAND DIRECTOR
24 WATTS

ZILLAH WATSON

MEDIA & METAVERSE
CONSULTANT & FORMER
HEAD OF BBC VR

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PROGRAMME OF EVENTS

17.20 - 17.30

WRAP UP, CONCLUSIONS AND ACTION POINTS

Our conference host Sasha Twining and DTG CEO Richard Lindsay-Davies consider the key themes from the day's sessions, the burning questions we need to work on together and the actions points for taking the future of television from imagination to reality.

SPEAKERS

RICHARD LINDSAY-DAVIES

CEO
DIGITAL TV GROUP

SASHA TWINING

TV AND RADIO PRESENTER

17.30 - 18.30

DRINKS RECEPTION



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SASHA TWINING

**TV AND RADIO PRESENTER
& DTG SUMMIT HOST**

Sasha Twining is a journalist and presenter, currently heard worldwide on the BBC World Service (global audience figures 97 million).

International audiences can hear her presenting the flagship programmes 'Business Matters' (also broadcast on BBC Radio 4 in the UK) and 'World Business Report'.

Previously, she has presented for both national and international broadcasters, both TV and radio, including Sky News, ITV, and Nine Network (Australia).

She also works as a debate facilitator across Europe, working in fields including energy security and transition, food sustainability, eco-design, and communications. She works with both public and private sector organisations.

Sasha is an advocate of new technology – she has an embedded NFC chip in her hand, and has presented a BBC programme about the innovation.

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SPEAKERS A-Z



REMI BEAUDOUIN

**CHIEF STRATEGY OFFICER
ATEME**

Remi Beaudouin is Chief Strategy Officer at AteME. In his role, Remi leads the corporate team's global strategic and marketing initiatives, helping to ensure AteME keeps pace with solutions and engagement model innovations. Leveraging the company's recognized core expertise in video compression, he develops key strategic partnerships, expands AteME's portfolio of video delivery solutions and continuously disrupts the video delivery market with new concepts based on hybrid on-premise and cloud technologies.



MELISSA BLAHA

**HEAD OF PRODUCTS, DATA AND
ANALYTICS
FINECAST**

Melissa is Head of Product, Data & Analytics for Finecast. Melissa looks after product solutions, strategy and deployment for Finecast in the UK. She is responsible for, amongst other things, pricing, analytics, measurement, inventory management, audiences and data.

With over 13 years of experience in media, product development and data, Melissa brings perspective and insight into the ever changing digital and TV landscapes.



MATTHEW BROOKS

**LEAD ENGINEER, R&D
BBC**

Matthew Brooks is a Lead R&D Engineer in the BBC's Research & Development department. Matthew leads the Object-based media (OBM) workstream, building tools that can be used to create OBM experiences, and researching whether OBM can bring efficiencies to traditional programme making. By enabling programme makers to describe all the little bits of media that make up a programme, and build in flexibility and intelligence, OBM aims to bring personalised, responsive, flexible and interactive experiences to the audience.

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SPEAKERS A-Z



JOHN CASSY

**CHIEF EXEC AND FOUNDER
FACTORY42**

John Cassy is Founder of Factory 42, one of the UK's leading immersive content and experience studios. The company's mission is to make knowledge entertainment and create experiences that matter. As an Executive Producer he leads a multi-disciplinary team made up of artists, producers, engineers, animators, gamers, researchers, and an architect whose work has been recognised globally with multiple awards.



GORDON CASTLE

**STRATEGY, TECHNOLOGY AND
BUSINESS ADVISOR**

Gordon Castle is a strategy, technology and business advisor. He has over 35 years of leadership experience focused on technology enabled business transformation in the media and communication industries. He is well known for his ability to connect market dynamics to strategic plans and drive execution that improves business performance and growth. This work has positioned him at the forefront of industry change and enabled success in roles ranging from start-ups to large scale corporate strategy.



JULIAN CLOVER

**MEDIA JOURNALIST &
BROADCASTER**

Julian Clover is a Media and Technology journalist based in Cambridge, UK. He is the editor of Broadband TV News, an online business-to-business publication and is a presenter on Cambridge 105 Radio.

An accomplished conference moderator, Julian is a regular chairman of online and in person events. He has also chaired election hustings for the 2017 and 2019 General Elections and the 2019 European Election.

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ROBIN CRAMP

**BUSINESS DEVELOPMENT MANAGER
PRODUCTION PARK**

Robin heads the Business Development drive at Production Park for XPLOR – the world's first research & innovation centre for entertainment technology and production, developing capacity for their Centre for Virtual Production based in Yorkshire.

An accomplished and award-winning digital sector specialist, he has heaps of experience in the creative, digital, and broadcast screen industries. Prior to joining Production Park, he has previously worked across the BBC within R&D, and creative marketing functions piloting and innovating with digital in products and campaigns.



CARLO DE MARCHIS

**GROUP CHIEF EVANGELIST & FUTURIST
DELTATRE**

Carlo De Marchis is the Group Chief Evangelist at Deltatre. Having joined the company as one of the first five employees, he has held titles such as Director of Web Technologies, Chief Technology Officer and Chief Product & Marketing Officer over his 30+ year tenure at the company.



DAN FAHY

**SVP STREAMING, UK
PARAMOUNT**

Dan Fahy is responsible for increasing streaming revenue and expanding the company's range of partnerships in the UK. He spearheads growth strategy for all of Paramount's streaming platforms in the UK, including Channel 5's BVOD service, My5; the FAST/AVOD service Pluto TV; and the SVOD service Paramount+ which will launch in the UK this summer.

Fahy has held several Commercial and Content Distribution leadership roles in Paramount's international markets, as well as WarnerMedia, Eurosport, Red Bee Media, Telstra Media and UKTV.

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GARAZI GOIA

**MANAGING DIRECTOR, MEDIA & ENTERTAINMENT LEAD IN EMEA
FTI CONSULTING**

Garazi leads the Media & Entertainment business growth for FTI Consulting in EMEA. She has over 15 years' of experience in the media industry having held senior roles at organizations like the BBC and Sky, leading wide variety of projects and multi-skilled teams in different countries.

Her career has been primarily focused on business development, strategy & transformation and commercial areas across different business verticals (TV and radio broadcast, OTT/SVOD players, FTA TV platforms, content distribution, customer service)



RICHARD HALTON

**DIRECTOR, UK
ROKU**

Richard is Director, UK Strategy, responsible for shaping and delivering Roku's vision for the UK.

Prior to Roku Richard was Director of Origin, ISBA's cross media measurement programme. He established a blueprint in the UK working with brands, agencies and publishers and co-chaired the global programme. The work is now in development for launch. Previously Richard was Chief Executive of YouView, the connected TV platform backed by UK broadcasters and ISPs. He established the company and launched YouView in 2012, scaling the platform to three million homes.



RHYS HANCOCK

**CO-FOUNDER & MD
METAVISION**

Rhys leads Metavision, a studio and agency for commercial brands and entertainment companies in the Metaverse as part of the ITV's Studio 55 Ventures.

Rhys also jointly leads the Metaverse strategy for the ITV Group across its channels, studios and entertainment IP.

Hailing from a media background, he's focused on the convergence of gaming, entertainment and advertising.

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ROSE HULSE

**CEO
SCREENHITS TV**

With more than 20 years of experience in the media, entertainment and technology sectors, Rose Hulse founded and serves as CEO of the highly selective, curated app-based streaming aggregator, ScreenHits TV (SHTV).

Today, SHTV operates in the U.S., UK and Germany with nearly 500,000 subscribers. It is on track to hit one million subscribers by year's end and to be in 22 countries over the next two years across Europe, Africa, the Indian sub-continent, Latin and North America.



SACHIN JOGIA

**CHIEF TECHNOLOGY OFFICER AND
TECHNOLOGY GROUP DIRECTOR
OFCOM**

Sachin Jogia is the Chief Technology Officer and Technology Group Director at Ofcom. As Chief Technology Officer, Sachin leads Ofcom's work to support innovation across the sectors we regulate including broadcasting, telecoms, wireless services and post.

Prior to joining Ofcom, Sachin was the General Manager for Alexa Smart Home International – overseeing tech and commercial development of the company's voice-activated services and organisational leadership worldwide.



BEN KEEN

**INDEPENDENT ANALYST AND BOARD-
LEVEL ADVISOR IN TECHNOLOGY, MEDIA
& TELECOMMUNICATIONS (TMT)**

Ben is an independent analyst and board-level advisor in the Technology, Media & Telecommunications (TMT) space. He has over 30 years of experience helping companies and investors make better-informed decisions based on data-driven understanding of the future.

Current interests include serving as Non-Executive Chairman of TV drama consultancy MediaXchange, Non-Executive Director of TAA Tech Ventures, Advisory Board member at movie streamer CultPix, and Advisor to a Nasdaq-listed media-tech group.

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SPEAKERS A-Z



PROF. DR. LUCY KUENG

**STRATEGIC ADVISOR, SENIOR FELLOW
REUTERS INSTITUTE
UNIVERSITY OF OXFORD**

Dr. Lucy Kueng is a strategic advisor, consultant and keynote speaker. She works with media companies in all geographies to both sharpen and land their digital transformation strategies.

She is a non-executive board member in Switzerland and Norway, and Visiting Senior Research Fellow at the Reuters Institute, Oxford.

Lucy advises leading companies worldwide including the BBC, CNN, Schibsted, and NRK.



PAUL LEE

**PARTNER
DELOITTE**

Paul Lee is a UK Partner and the Head of Research for the Technology, Media, & Telecommunications (TMT) industry at Deloitte. In his role, Paul leads Deloitte's TMT Predictions series which is launched in more than 65 countries and is featured in broadcast, online, and published media around the globe. Paul also leads the Digital Consumer Trends multi-country survey which spans across 21 countries.

Paul comments regularly on the TV market, and has been invited to author the companion reports for the Royal Television Society's Cambridge Conference, the IBC Leaders' Summit, and Mobile World Congress.



RICHARD LINDSAY-DAVIES

**CEO
DIGITAL TV GROUP**

With 30 years of TV industry experience, Richard drives the DTG's unique collaborative culture placing it firmly at the centre of UK television.

Passionate about the alchemy of people, products and technology, and always looking out for the next big thing in television, Richard was named one of the top 50 most influential people in 2021 and honoured as a SMPTE Fellow.

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BERRY LIU

**DIRECTOR OF ADVERTISING AND PARTNERSHIPS
A+E NETWORKS**

Berry Liu is a passionate advertising sales leader. She helps brands and businesses grow by integrating strategy and team performance to ensure that changes happen on a personal and a business level. She has a track record of redesigning sales strategies to adapt to the ever-changing media landscape and orchestrating multi-media brand partnerships for global clients. Berry also enjoys building lasting relationships with brands, media agencies, and sales partners.



JULIE MITCHELMORE

**VP DIGITAL
A+E NETWORKS**

Julie is responsible for A+E Networks UK's portfolio of digital products. A+E Networks UK is a joint venture between Hearst and Sky that includes Sky HISTORY, Crime+Investigation, Sky History2 and BLAZE.

Julie is skilled in steering a team to achieve set goals from inception to completion, including the launch and success of Crime+Investigation Play and HISTORY Play on Amazon and Apple as well as recent investment in expanding A+E Network's YouTube channels.



PAUL NESBITT

**DIRECTOR INTERNATIONAL INSIGHTS AND MEASUREMENT
TWITCH**

As Director of International Insights and Measurement at Twitch, Paul helps brands and advertisers understand our world of live streaming, content and our unique audience. Be that by providing a deeper understanding of the Twitch audiences or campaign measurement, Paul enables brands to optimise media spend within live streaming or gaming.

Prior to joining Twitch, he has worked in a number of global research and insight roles specialising within the media and entertainment industry.

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SIMON PARNALL

**PRINCIPAL ADVISOR BROADCAST
TECHNOLOGY
OFCOM**

Simon Parnall has been Principal Advisor Broadcast Technology for OFCOM since 2016. Previously Simon worked in Broadcast Research and Development, latterly for NDS as UK Vice President and for Cisco as Distinguished Engineer, and formerly for BBC R&D at Kingswood Warren. His work has primarily been in the creation and worldwide standardisation of new television and radio technologies, and he has led a number of European and Worldwide initiatives.



RUFUS RADCLIFFE

**MD, ITV ON DEMAND
ITV**

Rufus is currently ITV Managing Director Streaming, Interactive & Data, overseeing all of ITV's current digital products, ITV Hub, ITV Hub+ and BritBox, and the forthcoming launch of ITVX, ITV's new free streaming service launching in Q4 this year. He also has responsibility for ITV's interactive business and its group wide data strategy.

Previously Rufus was ITV's Chief Marketing Officer and was Marketing Week's 2020 Marketer of the Year. He has been Chairman of Freeview and is a Trustee of the London Wildlife Trust, helping improve the capital's bio-diversity.



JAYESH RAJDEV

**CONTROLLER OF ADVANCED
ADVERTISING
ITV**

Jay Rajdev joined ITV 10 months ago as Controller of Advanced Advertising to lead addressable product development, incorporating the rollout of programmatic platform, Planet V; and more recently the launch of ITV's new home of commercial innovation, AdLabs. Prior to ITV, Jay held numerous ad-tech roles, notably at Videology, where he led Brand Solutions and customer engagement.

Jay also leads Communications for Media For All, the mentoring network set up to recruit, retain, and develop Black, Asian, and ethnic minority talent in the UK media industry.

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JO REDFERN

**GLOBAL BRAND DIRECTOR
24 WATTS**

Jo Redfern is an expert in children's media with almost 2 decades' experience in content strategy.

Her passion is for developing IP that combine entertainment and education at their core – which in 2022 means creating brands that live across multiple platforms, reaching children wherever they are, and in a way that engages them seamlessly as they live their lives between the physical and digital world. She is an avid user of data and insight to identify how children interact and consume content in the 'metaverse' and uses it to develop strategic opportunities for new IP.



DAVID SIDEBOTTOM

**PRINCIPAL ANALYST, HEAD OF
ENTERTAINMENT MEDIA
FUTURESOURCE**

David has over 20 years' experience in a research and insights environment and is closely involved in researching, analysing and consulting on key content industry developments worldwide, with a particular focus on the evolution of digital business models in the TV and Video industry. David works with a wide variety of high profile Futuresource clients across the content ecosystem including studios, broadcasters, technology companies, hardware vendors, service providers and industry associations.



GUY SOUTHAM

**DIRECTOR ADVANCED ADVERTISING
AND DATA
LIBERTY GLOBAL**

Guy works in the Advanced Advertising and Data team at Liberty Global, deploying addressable advertising capabilities across LG's operating companies throughout Europe, with a particular focus on the UK and Ireland. Prior to joining Liberty Global, Guy led Marketing and Data Strategy for Freesat – the UK's subscription-free satellite TV Platform.

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SYLVAIN THEVENOT

**MANAGING DIRECTOR
NETGEM**

Sylvain Thevenot joined the Executive Committee of Netgem in 2015, establishing the new 'Managed Services' division in London focused on developing the end-to-end service business, initiated with 'EE TV', and now expanded to many more operator customers of Netgem, including TalkTalk TV 4K in the UK.

He brings 25 years of international experience, built on a strong leadership across both 'start-ups' (he founded one of the first ISPs in France) and Fixed and Mobile Telecom operators (running large P&Ls for Vodafone, TalkTalk, EE).



JONATHAN THOMPSON

**CEO
DIGITAL UK**

Jonathan Thompson is Chief Executive of Digital UK, leading the day-to-day management and future evolution of free-to-view TV in the UK.

Following a merger with Freesat in November 2021, Jonathan is now responsible for the UK's two leading free TV platforms, Freeview and Freesat.

Jonathan is also a member of the DTG Council and Board.

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ELEANOR VAN HEYNINGEN
HEAD OF DIGITAL PARTNERSHIPS
BBC

Eleanor leads the Digital Partnerships team in BBC Distribution & Business Development. Her role is to ensure that the BBC and its audiences get the most out of relationships with global external technology companies, for which her team is the main central point of contact at the BBC.

The team is responsible for identifying the opportunities and challenges of working with existing and potential technology partners to maximise value for audiences.



ZILLAH WATSON

MEDIA & METAVERSE CONSULTANT
& FORMER HEAD OF BBC VR

Zillah Watson is an Emmy-nominated creative leader working at the cutting edge of technology developing new forms of content, new ways of working and future business and distribution models. She led the BBC's VR studio and was a visiting fellow at the Reuter's Journalism Institute, where she authored "VR for News: A New Reality." During a varied media career, which includes 9 years at the BBC she has devised and launched TV, radio, podcasts, websites, apps, immersive content and led R&D research.

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